



Shell Canada's Retiree Pilot 2023
Last Updated: November 25, 2022

Powering Positivity FAQ

1. What has happened to Fuelling Kindness?

In 2021 Fuelling Kindness was paused for review as part of a broad evaluation of Shell Canada's Social Investment programs. While Fuelling Kindness was a wonderful catalyst for employee volunteerism and community participation, it was determined that the program needed to be retooled to better align with Shell's global SI strategy as well as Shell's post-Reshape structure. Additionally, the Covid-19 pandemic highlighted the limits of a wholly volunteer-based program, as many volunteer opportunities were curtailed during periods of public health restrictions.

The decision was made to retire the Fuelling Kindness brand and incorporate its spirit of generosity into a fresh program that allows more flexibility for Shell employees to support the charitable causes they care about.

2. Why are we launching a new program? How is this different from previous matching programs?

The Powering Positivity Program is being launched to streamline the Fuelling Kindness and United way campaigns under one user-friendly platform, allowing employees to have more say in how Shell's Social Investment dollars are spent.

As with previous Shell Canada matching programs, employees will still be able to log volunteer hours that will be matched at \$20.00/hour. For those who are unable to volunteer, this program introduces the additional option of having charitable donations matched dollar for dollar. Donations can be made via credit card or PayPal directly through the platform. Throughout the year there will be opportunities to double or even triple the value of the match.

Whereas in previous years the United Way donations and Fuelling Kindness programs have been managed through separate systems, going forward they will be consolidated under the Powering Positivity platform.

3. How much will Shell match through this program?

Each employee will be allocated an individual matching budget of \$1,500 annually, with the option of logging volunteer hours (to be matched at \$20.00/hour with no minimum number of hours), or making charitable donations directly through the platform (including to the United Way).

4. What does this change mean for the United Way?

The United Way remains an important partner for Shell Canada. We have a long-standing relationship with United Way that we will maintain into the future. Over the last 33 years, we have donated \$100 million to local United Ways to help improve the lives of individuals and families throughout the country.

We will continue our fall giving campaign – the Shell Canada United Way Campaign – through the Powering Positivity program. United Way Committees across Shell Canada will be maintained, and employees can still choose to donate their time and money to the campaign. Employees may choose to allocate some or all of their personal \$1,500 matching budget to the United Way to be matched by Shell.

5. Can I divide my \$1500 allocation between different organizations? Can I log volunteer hours and make a cash contribution?

Yes, it is up to each employee how they wish to contribute, and the matching funds can be divided between organizations. You may log some volunteer hours (matched at \$20.00/hour), and make a cash donation to one or more organizations in order to maximize the matching potential, up to a total of \$1,500.

6. Are there changes to which organizations are eligible for funding?

Yes, the matching grants are limited to registered Canadian charities whose mandates align with Shell's global SI strategy. Recognizing that there are many worthy not-for-profit organizations lack the capacity to achieve charitable status, not-for-profit organizations can be nominated for inclusion in the program on a case-by-case basis. In general, organizations with a mandate to make some form of societal contribution are eligible, with the following exceptions, in accordance with the global SI strategy:

- Commercial promotions, e.g. sports or television sponsorship
- Political parties
- Religious organizations
- Appeals from individuals, direct or for fundraising purposes
- Sports teams and sporting events, social activities e.g. golf days
- Business-related conference or exhibition sponsorship
- Membership of community organizations
- Membership of industry bodies

7. Are youth sport teams still eligible for funding?

In reviewing Fuelling Kindness, it was noted that a large proportion of the grants were going toward individual youth sports teams and leagues. There are many wonderful charitable organizations working with young athletes – consider directing your matching funds to Jumpstart, Kidsport, or several other organizations dedicated to equitable access to sports.

8. Can I still log my volunteer hours I have accrued for my children's sports teams?

Yes. While Shell will only contribute matching funds to eligible organizations, you can log any type of volunteer activity, with no minimum hours required. Matching funds are deposited into

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your personal giving account, which you are free to direct to an eligible organization of your choice.

9. Does Powering Positivity include Benevity's Dollars for Doers campaign? Does time I spend "doing good" in my community count as volunteer hours?

Yes. Time spent "doing good" in your community count as volunteer hours. For example, being a snow angle and shoveling your neighbor's walk, or participating in a park clean up. While Shell will only contribute matching funds to eligible organizations, you can log any type of volunteer activity, with no minimum hours required. Matching funds are deposited into your personal giving account, which you are free to direct to an eligible organization of your choice.

10. The organization I would like to support is not listed in the Powering Positivity online system, what do I do?

Organizations not currently listed in the database may be nominated for match eligibility and will be added to the program if they meet the criteria for inclusion. Please e-mail SCAN-PoweringPositivity@shell.com to request the addition of an organization to match-eligible database.

11. Can we still use Fuelling Kindness materials?

The Fuelling Kindness brand will officially be retired with the launch of our new Shell Canada Giving Program, Powering Positivity. Individuals, businesses, sites, and retailers are encouraged to continue to organize initiatives to support their local communities. The Powering Positivity platform offers hundreds of ideas on how to support organizations within your community and empowers users to build their own initiatives and encourage others to get involved.

12. Who will support Powering Positivity events?

The initiating businesses, functions, sites, and teams are responsible for organizing and supporting their own events. In alignment with post-Reshape simplification, reduced budgets and resources, Corporate Relations will no longer be supporting community events in terms of providing gift cards and creative collateral. Please reach out directly to [Creative Services](#) if you would like to customize Powering Positivity creative collateral for your location or event (additional costs are involved).

13. Can I still apply to get Shell gift cards or Visa/Mastercard gift cards to give to an organization of my choice?

No. All charitable giving will be directed through the new Powering Positivity Program which includes a Shell contribution of \$20 per volunteer hour per person logged and will match donations up to a collective maximum of \$1,500 per person, per year.

14. Is there a fee associated with my donation?

Every donation is subject to a 2.9% cause support fee, one of the lowest in the industry. This cost is covered by Shell, not by the recipient organization.

15. How are volunteer hours verified?

Volunteer hours will be matched on the honour system; however spot checks will be done quarterly to ensure that volunteer claims are legitimate.

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16. Who is eligible to participate in the program?

This initiative is open to all Shell Canada employees (including those seconded to LNG Canada). Contractors are not able to participate. 20 Retirees will pilot this program in 2023.

17. Who do I contact for help with technical issues or if I have questions?

For technical issues or user support for the online platform, contact support@benevity.com. For questions about the program, contact SCAN-PoweringPositivity@shell.com.

18. Are there restrictions on how an organization may use the funds earned through my volunteerism?

There are no restrictions on how Shell matching funds, if they are used in accordance with Canadian laws governing charitable organizations.

19. How will the organization I choose to support receive my donation?

The grants will be transferred electronically through the Benevity Spark platform. Organizations who are not currently registered to receive payment through Benevity may need to register with the platform and provide their banking details.

20. Will I get a tax receipt for the donations I make through Powering Positivity?

Yes, you will receive a tax receipt for all tax-eligible personal donations made through the platform.

21. Can I donate to an organization outside of Canada?

No, this program is limited to Charitable organizations within Canada, as our social investment mandate is limited to Canada. Shell has a strong SI presence in all countries in which it operates.